

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A watermark-based copy management method for digital media copy protection, the method comprising:

receiving an original media data set that includes an original watermark, said original watermark including watermark type indicating whether the watermark is original or not, ~~and~~ media owner identification information indicating a media owner and a first copy control information for managing and controlling the media data copying process, the first copy control information being set to one of "copy freely", "copy for display only", "copy one generation", "copy never", and "no more copies", wherein the first copy control information being set to "copy for display only" is distinguished from others;

analyzing said first copy control information to determine whether said first copy control information is set to "copy one generation";

playing said original media data set only if said first copy control information is set to "copy one generation";

embedding a player watermark into said played media data set, said player watermark including a second copy control information set to "no more copies" and player identification information including model number and unique serial number, wherein the second copy control information is derived from the first copy control information; and

transferring said player watermark-embedded media data set to an external device.

2. (Canceled)

3. (Currently Amended) The method of claim 1, wherein said player identification information further includes player vendor, model number and unique serial number.

4. (Currently Amended) A watermark-based copy management method for digital media copy protection, the method comprising:

receiving an original media data set that includes an original watermark, said original watermark including watermark type indicating whether the watermark is original or not, media owner identification information indicating a media owner and a first copy control information for managing and controlling the media data copying process, the first copy control information for indicating at least whether a copy of the media data is permitted;

analyzing said first copy control information to determine whether said first copy control information indicates at least that the copy is permitted;

performing an operation according to a result of analyzing; and

embedding a device watermark into said media data set when transferring the said media data set to an external device, said device watermark including a second copy control information derived from the first copy control information and ~~the device watermark further~~ including a device identification information including model number and unique serial number.

5. (Previously Presented) The method of claim 4, wherein said device identification information is used to detect an origin of the media copy, thereby performing a revocation of a compromised device or their key.

6. (Currently Amended) The method of claim 4, wherein said device identification information further includes device name, ~~model number and unique serial number~~.

7. (Currently Amended) A watermark-based copy management system for digital media copy protection, the system comprising:

a copy control information analyzer analyzing a first copy control information included in an original watermark embedded into an original media data set, said first copy control information being set to one of "copy freely", "copy for display only", "copy one generation", "copy never", and "no more copies", wherein the first copy control information being set to "copy for display only" is distinguished from others, wherein said original watermark further includes watermark type indicating whether the watermark is original or not and media owner identification information indicating a media owner;

a playing element playing said original media data set only if said first copy control information is set to "copy one generation";

a watermark generator embedding a player watermark into said played data set, said player watermark including a second copy control information set to "no more copies" and

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player identification information including model number and unique serial number, wherein the second copy control information is derived from the first copy control information; and

a recording or displaying device recording or displaying said player watermark-embedded media data set.

8. (Canceled)

9. (Currently Amended) The system of claim 7, wherein said player identification information further includes player vendor, ~~model number and unique serial number.~~

10 (Currently Amended) A watermark-based copy management system for digital media copy protection, the system comprising:

a copy control information analyzer analyzing a first copy control information included in an original watermark embedded into an original media data set, said first copy control information required for determining at least whether a copy of the media data is permitted, wherein said original watermark further includes watermark type indicating whether the watermark is original or not and media owner identification information indicating a media owner;

an operation element performing an operation according to an analyzed result of said copy control information analyzer; and

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a watermark generator embedding a device watermark into said data set when transferring said media data set to an external device, said device watermark including a second copy control information derived from the first copy control information and the device identification information including model number and unique serial number.

11. (Previously Presented) The system of claim 10, wherein said device identification information is used to detect an origin of the media copy, thereby performing a revocation of a compromised device or their key.

12. (Currently Amended) The system of claim 10, wherein said device identification information further includes device name, ~~model number and unique serial number~~.

13. (Canceled)

14. (Currently Amended) The system of claim 10, wherein said media owner identification information is used to bind ~~a~~ the media owner with the media data set.

15. (Canceled)

16. (Currently Amended) The method of claim 4, wherein said media owner identification information is used to bind ~~a~~ the media owner with the media data set.